

Data Science Capstone Project – Gopal Krishnan

Objective: identify suitable locations for a South Indian restaurant in Hartford, Ct.

Problem Background

I've lived in Hartford the last 20 years. In recent years, I've felt the desire for a career change, specifically starting my own restaurant, catering South Indian food. I've noticed that there is not very many South Indian food catering options in the area, while the South Indian demographic has steadily grown in the last few years. Since Asian and Indian grocery locations are necessary venues for Indians, locating a South Indian restaurant very near such grocery stores is the chosen approach.

Business Problem

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new South India restaurant in Hartford, Connecticut. By using data science methods and machine learning methods such as clustering, this project aims to provide solutions to answer the business question: where should an entrepreneur consider opening a South Indian restaurant in Hartford, Ct

Target Audience

Anyone interested in opening a South Indian restaurant in Hartford, Ct.

Data

To solve this problem, I will need below data:

- List of neighborhoods in Hartford, Connecticut.
- Latitude and Longitude of these neighborhoods.
- Venue data related to Asian grocery stores, preferably Indian. This will help us find the neighborhoods that are most suitable to open the restaurant.

Extracting the data

- Scrapping of Hartford neighborhoods via <https://www.geonames.org/postal-codes/US/CT/003/hartford.html>
- Using Foursquare API to get venue data related to these neighborhoods